

JASKE JOHN B  
Form 4  
March 04, 2005

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
JASKE JOHN B

(Last) (First) (Middle)

GANNETT CO., INC., 7950 JONES BRANCH DRIVE

(Street)

MCLEAN, VA 22107

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
GANNETT CO INC /DE/ [GCI]

3. Date of Earliest Transaction (Month/Day/Year)  
03/03/2005

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SrVP/Labor Relns and Assist GC

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	03/03/2005		M	V	8,350 A \$ 54.31	18,310.526	D
Common Stock	03/03/2005		M	V	13,500 A \$ 56.25	31,810.526	D
Common Stock	03/03/2005		M	V	16,100 A \$ 59.5	47,910.526	D
Common Stock	03/03/2005		S	V	2,000 D \$ 78.98	45,910.526	D
Common Stock	03/03/2005		S	V	4,000 D \$ 78.99	41,910.526	D

Edgar Filing: JASKE JOHN B - Form 4

Common Stock	03/03/2005	S	13,700	D	\$ 79	28,210.526	D	
Common Stock	03/03/2005	S	7,300	D	\$ 79.01	20,910.526	D	
Common Stock	03/03/2005	S	4,950	D	\$ 79.03	15,960.526	D	
Common Stock	03/03/2005	S	6,000	D	\$ 79.07	9,960.526	D	
Common Stock						1,047.9 <sup>(1)</sup>	I	By 401(k) Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Employee Stock Option (right to buy)	\$ 54.31	03/03/2005		M	8,350	<sup>(2)</sup> 12/05/2010	Common Stock	8,350	
Employee Stock Option (right to buy)	\$ 56.25	03/03/2005		M	13,500	<sup>(3)</sup> 07/24/2010	Common Stock	13,500	
Employee Stock Option (right to buy)	\$ 59.5	03/03/2005		M	16,100	<sup>(4)</sup> 12/09/2007	Common Stock	16,100	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JASKE JOHN B GANNETT CO., INC. 7950 JONES BRANCH DRIVE MCLEAN, VA 22107			SrVP/Labor Relns and Assist GC	

## Signatures

/s/ Todd A. Mayman, Attorney-in-Fact	03/04/2005
__Signature of Reporting Person	Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The information in this report is based on a plan statement dated as of March 1, 2005.
  - (2) The initial option for 24,500 shares vested in four equal installments beginning on December 5, 2001.
  - (3) The initial option for 13,500 shares vested in four equal installments beginning on July 24, 2001.
  - (4) The initial option for 16,100 shares vested in four equal installments beginning on December 9, 1998.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.